PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE

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TO: Virginia Murphy

Date: June 27, 1994

FROM: Karen Tolchinsky

SUBJECT: Kowal Project Agreement

Attached you will find an overview of a promotion we are working on with Kowal & Associates. This program involves a name generation test for refer-a-friend names generated from the 1994 Marlboro Vans.

I would appreciate it if you could develop a project agreement for this assignment. [As I understand, there is already an "umbrella" contract that's been created between Kowal and the PM Direct Marketing group.]

If you have any questions, just call.

cc: J. Eibon

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